

Abstract of the Disclosure

The present invention provides ultraviolet ray curable ink which is excellent in conformity, scratch resistance and adhesion and which provide a cured film which does not break even when recording is conducted on a flexible material. The ink comprises a coloring component, a reactive origomer and/or a reactive prepolymer, a reactive diluent and a photoinitiator, wherein the reactive origomer and/or reactive prepolymer unit and the reactive diluent unit have a glass transition point of 0° to 70°C, respectively, in a polymer obtained therefrom. In the present invention, a cured film excellent in adhesion to materials and scratch resistance is obtained and image without blurring is formed in ink jet printing of the ultraviolet ray curable ink. An ultraviolet ray curable ink composition having a viscosity of 60 to 800 cps at 25°C which comprises a coloring component, a reactive diluent, a photoinitiator and an origomer and/or reactive prepolymer having compatibility with the reactive diluent is used. The ink composition is heated and to 40° to 150°C and applied to a recording medium and cured by ultraviolet ray.